



DDA Communications Committee
MINUTES
Tuesday, April 21, 2015 at 10:00 a.m.
Location: Conference Room B

Members Present: Kell, McGuire, Petroski **Members Absent:** None

Tisdale provided digital statistics on the DDA / MDBA marketing efforts. The advertising is generating new traffic to the downtownmidland.com website and is operating, so far, as successful according to local and national comparisons.

Tisdale provided an update on refilling the downtown events coordinator position.

Discussed the condition of the downtown banners purchased less than a year ago. Discussions are taking place with the vendor to replace the banners which have not held up as planned.

Reviewed a YouTube video promoting Grand Rapids and discussed development of a similar promotional video locally. Contact will be made with local production firms for cost estimates.

Discussed ways to get downtown restaurants more plugged in for games at Dow Diamond. In-house promotions for anyone presenting a Loons ticket for that night's game or something to that effect. Discussed if an entrepreneur would be interested in providing a bike taxi service downtown to help facilitate pedestrian traffic flow to and from East End of Main Street. Tisdale will talk with representatives from Incub8 labs regarding the concept.

Discussed ways to incorporate requirements of the incubator program with helping get businesses to be open later to accommodate downtown evening activities and being more participatory in downtown scheduled events. A bonus for participation at the end of their incubator period could be considered.

Meeting adjourned: 11:20 a.m.

Next meeting: Tuesday, June 16 – 11 a.m.

2015 Plan of Work DDA Communications / Social Interaction

Goal 3: Represent DDA interests in Riverfront Development activities

Metric: DDA is a regular participant in Riverfront planning

Action: Identify opportunities and roles for the DDA to be the voice for the downtown businesses in riverfront development activities

Action: Investigate Riverfront façade improvement

Goal 4: Develop and integrate attractive linkages within the district

Metric: By 2020, a minimum of one initiative/linkage has been implemented

Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation and aesthetics.